ALPINE PRO/CON

	REGIONAL SUPPORT		DISCONTINUE SUPPORT	
PROS:				
	• MEET VOLUME AND PROFIT OBJECTIVES		• REALLOCATE MARKETING DOLLARS TO SUPPORT OTHER DISCOUNT BRANDS	
CONS:				
	• BASIC, MARLBORO AND OPB ARE PRIORITIES, HENCE ALPINE HAS VISIBILITY AND DISTRIBUTION LOSSES		• SHORT TERM VOLUME AND PROFIT LOSSES	
	• RELIANCE ON CONSUMER PULL TO GENERATE DEMAND			
	• DECREASING BRAND LEGITIMACY			
	• NO "NEWS"			
	• DILUTED MARKETING EFFORTS			
	• MINIMUM ROI			

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Source: https://www.industrydocuments.ucsf.edu/docs/rtby0004